

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 /036 R

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R 190036Z MAR 78
FM SECSTATE WASHDC
TO AMEMBASSY ROME

UNCLAS STATE 070706

E.O. 11652:N/A

TAGS: BEXP, IT

SUBJECT: F7 1978 COUNTRY COMMERCIAL PROGRAM - FIRST QUARTER

PROGRESS REPORT REVIEW

REF: ROME 2993

1. IN WCAG MEETING HELD TO REVIEW SUBJECT REPORT, MEMBERS
EXPRESSED SATISFACTION WITH POST'S CAMPAIGN IMPLEMENTATION
AND ACHIEVEMENT OF ACTION TARGETS. FAVORABLE COMMENTS WERE
ALSO MADE ON QUALITY AND LUCIDITY OF REPORT.

2. DURING MEETING THE FOLLOWING EMERGED AS MAJOR TOPICS
OF DISCUSSION:

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A. REF. PARA 1: WCAG WAS INFORMED THAT PIT POSITION IN
MILAN HAS BEEN APPROVED. AS TO OTHER PERSONNEL VACANCIES
IT IS UNDERSTOOD THAT STATE HAS THEM UNDER CONSIDERATION.

B. REF. PARA 2: FOR EXTENT OF USIS SUPPORT FOR COMMERCIAL
PROGRAM POST SHOULD REFER TO USIA CM-106 OF FEBRUARY 16,
1978.

C) REF. PARA 3: IN FUTURE WCAG WOULD APPRECIATE MORE DETAILS ON SUCH EVENTS INCLUDING INFORMATION ON SPEAKERS, ATTENDEES, PARTICIPANTS COMMENTS, SALES PROJECTIONS, IF ANY ASSESSMENT OF EFFECTIVENESS OF TECHNIQUE, ADVISABILITY OF A REPEAT ETC.

D) REF. PARA 4: WCAG INTRIGUED BY SWISSAIR INVOLVEMENT WITH STUDY GROUP IN SUPPORT OF FOOD PROCESSING AND PACKAGING CAMPAIGN. HOW WAS COOPERATION OBTAINED? REF. TURIN 83, OED/FBP DIVISION WILL RESPOND DIRECTLY TO QUESTIONS REGARDING TURIN ORGANIZED VISIT TO CHICAGO.

E) REF. PARA 8: STATES THAT OCTOBER VISIT TO U.S. OF PTT MINISTER RESULTED IN INCREASED PARTICIPATION BY U.S. BIDDER IN MESSAGE SWITCHING CENTERS PROJECT AND IN A POTENTIAL JOINT ENTERPRISE. PLEASE PROVIDE MORE DETAILS. ON SAME SUBJECT, OIM RECENTLY MET WITH COMMERCIAL COUNSELOR OF ITALIAN EMBASSY TO DISCUSS FOLLOW-UP ACTION REGARDING THE COOPERATIVE ASPECT. DURING MEETING OIM STATED THAT AS YET NONE OF THE ITALIAN COMPANIES VISITING HERE IN OCTOBER HAS MADE ANY CONTACTS WITH U.S. COUNTERPARTS. BOTH PARTIES AGREED THAT BEST WAY TO PROCEED IS FOR THE ITALIAN COMPANIES TO PREPARE A "LIST" OF PROJECTS WHERE A COOPERATIVE ARRANGEMENT WOULD BE WELCOME. THE LIST WILL ALSO INCLUDE SPECIFIC NEEDS SUCH AS FINANCING, UNCLASSIFIED

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TECHNICAL KNOW-HOW, PRODUCTS ETC., WHICH WOULD BE PROVIDED BY INTERESTED U.S. COMPANIES. PREPARATION OF SUCH LIST WAS PROMISED AS SOON AS POSSIBLE. VANCE

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